

## Message Text

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ACTION EB-07

INFO OCT-01 ARA-10 IO-11 ISO-00 FEA-01 AGR-10 CEA-01

CIAE-00 COME-00 DODE-00 FRB-01 H-02 INR-07 INT-05

L-03 LAB-04 NSAE-00 NSC-05 PA-02 AID-05 CIEP-02 SS-15

STR-04 ITC-01 TRSE-00 USIA-15 PRS-01 SP-02 OMB-01

XMB-04 /120 W

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R 121500Z FEB 76

FM AMEMBASSY MEXICO

TO SECSTATE WASHDC 2955

INFO USDEL MTN GENEVA

UNCLAS MEXICO 1843

E.O. 11652: N/A

TAGS: ETRD, MTN, MX

SUBJECT: GOM AUTHORIZES QUOTA FOR US WINES

REF: 1975 MEXICO 11261

1. ECON COUNSELOR AND ASSISTANT COMMERCIAL ATTACHE MET WITH UNDERSECRETARY OF COMMERCE LIC ELISEO MENDOZA BERRUETO ON FEBRUARY 11 TO PRESS FOR NORMAL ALLOCATION OF IMPORT QUOTA FOR US WINES. EMBASSY HAD BEEN MAINTAINING PRESSURE ON GOM SINCE SUBMISSION OF FORMAL REQUEST FOR QUOTA ON JUNE 24, 1975. WE HAD BEEN INFORMED BY UNDERSECRETARY'S EXECUTIVE ASSISTANT THAT DECISION WOULD BE FORTHCOMING WEEK OF FEBRUARY 9. AT MEETING WITH MENDOZA, ECON COUNSELOR REITERATED PRINCIPAL ARGUMENTS IN FAVOR OF QUOTA FOR US (SEE PARA 2 1975 MEXICO -5714) EMPHASIZING THAT TO DO OTHER THAN GRANT QUOTA WOULD BE DISCRIMINATORY AND HAVE GENERAL NEGATIVE IMPACT ON OUR BILATERAL TRADE.

2. IN RESPONSE TO EMBASSY PRESENTATION, UNDERSECRETARY AGREED TO GRANT SPECIFIC QUOTA OF 15,000 CASES FOR AMERICAN WINES

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FOR 1976. UNDERSECRETARY STATED THAT QUOTA CAN BE INCREASED

IN SUBSEQUENT YEARS AND IN ANY CASE WILL BE NO LESS THAN IN 1976.

3. WHILE FINAL ARRANGEMENTS STILL BEING WORKED OUT, AS WE UNDERSTAND IT MECHANISM FOR ISSUANCE OF IMPORT PERMITS WILL BE AS FOLLOWS: IN FIRST SIX MONTHS OF YEAR EACH MEXICAN IMPORTER/DISTRIBUTOR OF AMERICAN WINES CAN REQUEST UP TO 2,000 CASES. SHOULD FULL QUOTA OF 15,000 CASES NOT BE FILLED IN FIRST SIX MONTHS IMPORTERS CAN REQUEST ADDITIONAL AMOUNTS. ALL REQUESTS FOR IMPORT PERMITS ARE MADE TO THE OFFICE OF THE DIRECTOR GENERAL OF COMMERCE, LIC ANTONIO GAZOL SANCHEZ.

4. EMBASSY WILL OBTAIN COPIES OF INSTRUCTIONS FROM UNDERSECRETARY TO DIRECTOR GENERAL AUTHORIZING US WINE IMPORT QUOTA. COPY WILL BE POUCHED TO EB. DEPARTMENT SHOULD NOTIFY US WINE INSTITUTE AND OTHER INTERESTED PARTIES. AS PERMITS ARE PROBABLY GOING TO BE GRANTED ON FIRST COME FIRST SERVE BASIS, INTERESTED WINE PRODUCERS IN US SHOULD PROCEED AS QUICKLY AS POSSIBLE TO APPOINT LOCAL REPRESENTATIVES FOR MEXICAN MARKET AND HAVE THEM REGISTER PRODUCT WITH SECRETARIAT OF HEALTH. EMBASSY WILL ASSIST THOSE WINERIES THAT HAVE CONTACTED US EXPRESSING THEIR INTEREST IN SELLING TO THE MEXICAN MARKET (SEE PARA 2 1975 MEXICO-8231). SHOULD ANY IMPORTER EXPERIENCE DIFFICULTIES IN OBTAINING IMPORT PERMITS FROM SIC HE SHOULD BE INSTRUCTED TO CONTACT ASSISTANT COMMERCIAL ATTACHE ROBERT KOHN.

5. NOW THAT WE HAVE A WINE QUOTA IT IS UP TO US INDUSTRY TO UTILIZE IT FULLY.  
JOVA

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## Message Attributes

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**Capture Date:** 01 JAN 1994  
**Channel Indicators:** n/a  
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**Concepts:** IMPORT QUOTAS, ALCOHOLIC BEVERAGES  
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**TAGS:** ETRD, MX, US, MTN  
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